

AMENDMENT OF THE CLAIMS:

Please cancel claims 67-75, without prejudice, and please add new claims 76-93 as follows:

76. (New) A method of distributing a voucher to a prospective customer over the Internet which is redeemable for a producer's purchase incentive, said purchase incentive including at least one of: a purchase price discount, a free
5 upgrade or a free accessory, on a purchase price of a manufactured product at a specific reseller; the method comprising:

providing at least one screen display to the prospective customer through the Internet to allow the
10 prospective customer to select a producer;

receiving the selection of a producer from the prospective customer;

providing at least one screen display to the prospective customer through the Internet to allow the
15 prospective customer to select only one product of said producer;

receiving the selection of the only one product of the one producer from the prospective customer through the Internet at the website;

20 after receiving the selection of only one product from said prospective customer and before displaying any amount of any purchase incentive to the prospective customer,

providing a screen display to the prospective customer which requests the prospective customer to enter personal
25 contact information and a postal address code;

receiving at the website from the prospective customer through the Internet said personal contact information and said postal address code corresponding to the selection of the only one product;

30 after the website receiving the selection of the only one product and the personal contact information and the postal address code from the prospective customer,

the website selecting only one reseller from a plurality of available resellers based on the selection of

35 the only one product and based on the postal address code
being within, or closest to, a pre-defined marketing
territory of the reseller;

the website then generating a voucher having a time
limit for redemption and having a producer's purchase
40 incentive on the purchase of the only one selected product
at the only one selected reseller; and

communicating the voucher for the only one selected
product to at least one of the prospective customer and the
selected reseller over the Internet.

77. (New) The method of claim 76, wherein the
prospective customer's control over selection of the
reseller is limited to the customer entering the selection
of only one product and entering the postal address code.

78. (New) The method of claim 76, wherein the reseller
is selected by the website in a sequence in which a purchase
price of the product is not displayed to the prospective
customer.

79. (New) The method of claim 76, wherein the
selection of the only one product, the entry of personal
contact information and communication of the voucher occurs
in only one access to the website.

80. (New) The method of claim 76, wherein a voucher is
communicated for only one product for each access of the
website.

81. (New) The method of claim 76, wherein the pre-
defined marketing territory is an exclusive marketing
territory assigned to the reseller by the producer of the
selected product.

82. (New) The method of claim 76, wherein said selection of the reseller does not use either pre-stored demographic data or direct customer selection through a screen display.

83. (New) The method of claim 76, wherein the purchase incentive is a purchase price discount of the selected product.

84. (New) The method of claim 76, wherein the personal contact information includes an e-mail address of the prospective customer.

85. (New) A method of distributing a voucher to a prospective customer over the Internet which is redeemable for a producer's purchase incentive, said purchase incentive including at least one of: a purchase price discount, a free
5 upgrade or a free accessory, on a purchase price of a manufactured product at a specific reseller; the method comprising:

providing at least one screen display to the prospective customer through the Internet to allow the
10 prospective customer to select only one product of one producer;

receiving the selection of only one product of the one producer from the prospective customer through the Internet at the website;

15 after receiving the selection of only one product from said prospective customer and before displaying any amount of any purchase incentive to the prospective customer,

providing a screen display to the prospective customer which requests the prospective customer to enter personal
20 contact information and a postal address code;

receiving at the website from the prospective customer through the Internet said personal contact information and said postal address code corresponding to the selection of the only one product;

25 after the website receiving the selection of the only one product and the personal contact information and the postal address code from the prospective customer,

 after the website selecting only one reseller from a plurality of available resellers based on the selection of
30 the only one product and based on the postal address code being within, or closest to, a pre-defined marketing territory of the reseller;

 the website generating a voucher having a time limit for redemption and having a producer's purchase incentive on
35 the purchase of the only one selected product at the selected reseller; and

 communicating the voucher for the only one selected product to at least one of the prospective customer and the selected reseller over the Internet as voucher data.

86. (New) The method of claim 85, wherein the prospective customer's control over selection of the reseller is limited to the customer entering the product selection and entering the postal address code.

87. (New) The method of claim 85, wherein the reseller is selected by the website in a sequence in which a purchase price of the product is not displayed to the prospective customer.

88. (New) The method of claim 85, wherein the selection of the only one product, the entry of personal contact information and communication of the voucher occurs in only one access to the website.

89. (New) The method of claim 85, wherein a voucher is communicated for only one product for each access of the website.

90. (New) The method of claim 85, wherein the pre-defined marketing territory is an exclusive marketing territory assigned to the reseller by the producer of the selected product.

91. (New) The method of claim 85, wherein said selection of the reseller does not utilize pre-stored demographic data or direct customer selection through a screen display.

92. (New) The method of claim 85, wherein the purchase incentive is a purchase price discount of the selected product.

93. (New) The method of claim 85, wherein the personal contact information includes an e-mail address of the prospective customer.